

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Interactive Design

Course Abbreviation and Number: ART 2800

Credit Hours: 3

Course Type: Lecture/Lab

Course Description: This studio production course advances the skills and knowledge gained in foundation media arts courses ART 1730, ART 2730, and CMM 1710. Students will create images, sound, and motion sequences using programs they are already familiar with for use in interactive design projects using Macromedia's Director software. They will publish projects to CD-ROM, DVD, and/or the Internet. The course emphasizes an understanding of the needs of the audience as the motivation for creating effective interactivity and applying that understanding to production design.

Prerequisite/Corequisite: ENG 1530.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Demonstrate proficiency in the use of Macromedia Director or other software currently of industry standards
 2. Conduct an audience analysis using demographics and psychographics
 3. Integrate still and moving images with sound to create effective interactive productions.
 4. Design "dead end free" interactive maps
 5. Identify topics which will yield substantial content
 6. Select and use graphics and visual effects appropriate to the nature of the program
 7. Produce a major interactive production
 8. Use music, sounds and sound effects appropriately
 9. Achieve fluid continuity in time and space
 10. Select and use appropriate transitional devices based on the nature of the production
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Topics Covered:

- Audience analysis using demographics and psycho graphics
 - Macromedia Director (or other software of current industry standards) basics
 - Interactive design mapping
 - Special challenges when using audio in an interactive project
 - Selecting output options -CD-ROM, DVD and Internet
 - Writing and storytelling for interactive projects
 - Achieving continuity in interactive projects
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
 - [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
 - [Get Help: JCC & Community Resources](#)
 - [Emergency Closing Procedures](#)
 - Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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 - Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021